

# LEADING :: CHANGE

WORKSHOPS AND WEBINARS FOR SUCCESSFUL LEADERS

*"If you are not leading change, you are not leading anything.  
You are merely managing the status quo."*



Leading change is *the* business-critical skill for leaders at all levels of every organisation.

88% of change initiatives, business strategies, mergers and acquisitions ... fail.  
Leadership is about enabling your people to embrace change and deliver.  
However, 7 out of 8 leaders are not equipped to succeed.

Equip your leaders with the capability to accomplish one of the most critical assignments in business: the leadership of successful and sustainable change.

The Leading Change workshops and webinars are acclaimed interactive learning experiences for individual leaders and leadership teams at any and all levels of your organisation.

*Leadership today is about helping people to want to change.*

The Leading Change workshop has been run for innumerable organisations worldwide.

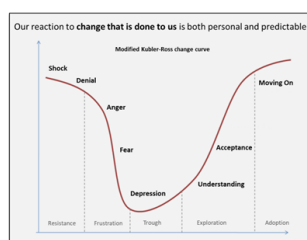
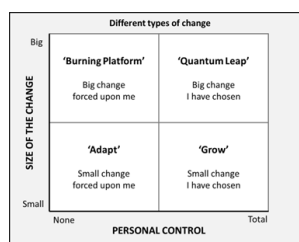
*"Perfect timing given the change we are embarking upon", "Love The Change Matrix", "The Quantum Leap Change Curve was spot on."  
"I hadn't thought about change that way before", "Love the energy",  
"Engaging, insightful and oh so relevant."*

Every delegate receives a copy of:

- *The Change Catalyst: secrets to successful and sustainable business change*, (Wiley 2017), *2018 Business Book of the Year*, and
- *The Power to Change: how to embrace change to make it work for you* (Kogan Page 2020).

## Content includes:

What have we learned about change these last few years?  
5 key truths about change  
Why 88% changes fail  
Essential ingredients of successful change  
How we react to change  
Overcoming our personal barriers to change  
Culture change  
Change leadership  
Applying it in your business



**Change & Strategy International (CSI)** enables leaders to become extraordinary leaders of change – starting with themselves. We help leaders to align their people to deliver, build extraordinary leadership teams, develop extraordinary leadership skills, build change-ready cultures and lead successful change.

**88% of change initiatives, business strategies, mergers and acquisitions fail. We enable leaders to be the 1 in 8 that succeeds.**

CSI's Principal, Campbell Macpherson, is an international business advisor, change leadership expert, keynote speaker and award-winning author. He is also an Executive Fellow of Henley Business School.

### 3 Key Leadership Papers:

- The 12 Traits of an Extraordinary Leaders
- The Chequerboard of Leadership: when EQ meets Delivery
- The 8 Components of Extraordinary Leadership Teams

### 3 Key Leadership Programs:

- 'Leading with Influence' Program
- 'Extraordinary Leadership Teams' Program
- 'Leading Change' workshops and webinars

Campbell has been advising organisations worldwide since 2011. A selection of the client list can be seen in the column on the right. His multi-disciplined executive career spanned three decades with organisations across Australia, UK, Europe, US, ME and Asia. He was the founder of one of Australia's first multimedia companies. He started his career flying jets (badly) in the RAAF.



Campbell is on the books of several keynote speaking agencies across the UK, US and Australasia, and gives speeches worldwide on change and leadership.

He is the author of three books – and runs programmes on each of them:

- 'The Change Catalyst' (Wiley 2017), the 2018 Leadership & Business Book of the Year. It is about leading change.
- 'The Power to Change' (Kogan Page 2020), which was a Runner Up in the 2021 Business Book Awards. It is about embracing personal change.
- 'You: Part Two - thriving in the second half of your life' (Hachette 2021), co-authored by his yogi wife, Jane. Enlightened organisations use content from the book to empower their invaluable Second Half employees and forge even closer relationships with their lucrative Second Half customers.



**New! Campbell's fourth book *Transforming Olympus* will be published in 2024.**

A 2-part leadership fable: In Part 1 the Greek Gods realise they must change the way they lead if they are to avoid the devastation of eternal irrelevance.

In Part 2 a (fictional) company in the real world needs to enhance its leadership swiftly if it is to survive in today's fast-changing world.

**Business Advisor,  
Facilitator, Speaker,  
Lecturer, Author, NED  
and Change Catalyst.**



T Rowe Price, Singer CM, BNYM Pershing, Insight Investment, Invesco, A-Plan, Howden, Endsleigh, iPipeline, Shoosmiths, Mazars, Robert Half, Uponor, IFSWF, M&A Advisor, Bibby Group, FS Forum, SII, St James's Place, James Hay, Concentra, UK Police, Excursions Ltd, ...

Senior Adviser, ADIA

Strategic change advisor: IFDS, Aviva, IPF, Friends Life, Cofunds, Gocompare, Centaur, Openwork, ...

NED, BP Northbound

Strategy Director, Zurich Global Life EM Board & HR Director, Sesame (IFA Network)

Strategic Change & OD: Misys, BBC, Capital Radio, Telewest, Sesame

Marketing Director: Virgin Wines

Head of eBusiness, AMP

Snr Mgr, Change, Andersen Consulting

CEO & Founder, InterMark Multimedia

Ultimate Computers, NCR, Hawker Pacific, RAAF Academy